

**REMARKS**

This is in response to the Final Office Action dated March 3, 2009. Applicant respectfully requests reconsideration and withdrawal of the rejections in view of the following remarks submitted herewith.

As a Preliminary Matter, Applicant's representatives thank Examiner Lewis for courtesies extended in granting and conducting the in-person interview on April 23, 2009. Applicants herein prepare the present Preliminary Amendment consistent with the context of the in-person interview so as to advance the present claims to allowance.

Claims 1, 19 and 25 have been amended to expressly recite limitations discussed in the in-person interview including both that the weight table itself is based on a user interface and that the weight table includes a contextual weight, the contextual weight indicating a product associated with the clicked data. See, e.g., Paras. 38 and 39 of the originally filed application. Claims 1 and 19 have also been amended to include processing device language, expressly emphasizing the machine aspect to the present claims, which were previously recited inherently via the 35 U.S.C. s112, p1 examination standard of one skilled in the art. Applicant submits the present amendments do not add any new matter and as such, requests entrance and examination.

Claims 1, 2, 4-16, 18 and 19-24 are objected to based on informalities. Applicant submits the above-noted amendments render the present objection moot as the claims properly recite a processing device.

Claims 1, 2, 4 - 16 and 18 - 25 under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent Publication No. 2005/0071255 to Wang, et al. ("Wang") in view of U.S. Patent Publication No. 2005/0080772 to Bem ("Bem") and further in view

of U.S. Patent Publication No. 2005/0065928 to Mortensen (“Mortensen”). The Examiner further rejects claims 1, 2, 4, 7 through 11, 13 through 16, 18 through 21 and 23 through 25 under 35 U.S.C. 103(a) as being unpatentable over Wang in view of Bem in view of Mortensen and further in view of U.S. Patent Publication No. 2005/0114306 to Shu, et al. (“Shu”).

For the sake of brevity, Applicant re-iterates the previously-filed characterization of the prior art. Applicant also notes the in-person interview discussion regarding the failure of the prior art references to teach or suggest, *inter alia*, (1) the claimed weight table being associated with a user interface; and (2) the weight being a contextual weight.

To further emphasize the patentable distinctions, Applicant submits the presented amendments expressly noting the weight table is associated with one of the plurality user interfaces based on a visual layout of the user interface and that the context weight indicates a product associated with the clicked data.

The prior art does not teach or suggest these limitations. Reliance on Mortensen is unfounded because there is no keying the user interface as a determinative factor. Moreover, none of the prior art references teach or suggest the contextual weight as claimed.

As such, Applicant submits that all pending claims are patentable in view of the prior art of record.

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For at least all of the above reasons, Applicants respectfully request that the Examiner withdraw all rejections, and allowance of all the pending claims is respectfully solicited. To expedite prosecution of this application to allowance, the Examiner is invited to call the Applicants' undersigned representative to discuss any issues relating to this application.

Respectfully submitted,



Dated: June 2, 2009

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FILING SYSTEM ON June 2, 2009.

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